

# GfK Shopping Monitor Slovakia 2016/17



# The most extensive continual project mapping purchasing behavior of the Slovak population

The study delivers **comprehensive information about shopping behavior of the Slovak population in the sphere of grocery purchases**. The project has been conducted in Slovakia annually since 1998 and is a part of 'GfK Shopping Monitor Central Europe', an international marketing project allowing comparison of purchasing behavior of the Polish, Hungarian, Czech and Slovak population.

Shopping Monitor 2016/2017 is available in 2 versions – **basic one** (containing the same information as previous waves) and **extended one**, containing more additional information.

## Survey methodology and sample:

- » quantitative survey on a representative sample comprising 1000 respondents
- » Slovak population aged 15 to 79 responsible for shopping for their respective households; in order to increase representativity for the first time survey was conducted with combined methodology F2F-online

## What kind of information contains 'GfK Shopping Monitor Slovakia 2016/17'?

### Basic version:

- » spontaneous awareness of retail chains
- » the main point of grocery purchase and the reasons for preference
- » preferred types of stores
- » shopping conditions
- » footfall and consumer assessment of stores according to a wide range of aspects (quality and freshness of goods, overall price levels,..).
- » selected aspects of purchasing behavior – usage of cars when doing shopping, customers' attitude to leaflet campaigns, private labels, organic foods, awareness of loyalty programs, shopping abroad
- » customer profiles of the respective retail chains, break down by basic sociodemographic characteristics



### Extended version:

- » online shopping of specific products, frequency of online shopping, reasons for online shopping
- » preferential categories of goods for which customers select respective store
- » declared **average spending** in main point of grocery purchase
- » selected aspects of purchasing behavior – customer attitude to **e-mail campaigns, facebook campaigns**
- » reasons for less frequent purchase in the store, reasons for not recommending the store

### Investment

- » Basic version: EUR 2 990 excluding VAT
- » Extended version: EUR 3 890 EUR excluding VAT
- » Survey findings are processed in the form of PowerPoint presentation.

FOR MORE INFORMATION, PLEASE CONTACT

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